Virginia Slims Advertising Campaign

May 18, 1999

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Source: https://www.industrydocuments.ucsf.edu/docs/lrlm0004

Creative Platform

Brand Essence:

- Virginia Slims was the first cigarette made for women. Beyond its feminine design, Virginia Slims helps instill confidence in women by creating a "sense of belonging" through relevant insights, recognition of their issues and a sense of style. While looking at issues from a woman's perspective, Virginia Slims never takes itself too seriously and maintains a fun outlook

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Current Advertising Strategy

- Convince: Adult female smokers, especially transitional 25-29
- That: Choosing a woman's brand is an acceptable thing to do
- Because: Virginia Slims is the stylish, slim cigarette that celebrates gender differences
- Tonality: Confident/firm/affirmative/real

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Research Findings

- Key themes common to women today
  - Independence/freedom: choice, lifestyle, financial
  - Strength/power: ability to deal with multiple demands, family glue, professional
  - Self-Actualization: multiplicity of character
  - Woman-to-Woman relationships: strong intrinsic joy and unique gratification

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Research Findings

- Strengths unique to women
  - Thoughtfulness: intuitive, practical, common sense oriented
  - Communicators/peacemakers: expressive, direct, conflict resolution focused
  - Multi-taskers: juggling multiple roles

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Advertising Strategy

- Convince: Adult female smokers 25-44
- That: Virginia Slims makes me feel proud to be a woman
- Because: Virginia Slims best expresses the opinions and aspirational style of women today. And as the slim cigarette designed for women, it delivers the taste and flavor they enjoy
- Tonality: Confident, celebratory, respectful, genuine

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Source: https://www.industrydocuments.ucsf.edu/docs/lrlm0004

"Find Your Voice"

Source: https://www.industrydocuments.ucsf.edu/docs/lrlm0004

Overall Reactions to "Find Your Voice"

- *"I make my own decisions and I've got to live with that, either way."*
- *"In today's society, people look down on you for smoking. This says it's my choice; I can do it."*
- *"Make me feel empowered."*
- *"...This is about real women and the choices we face today. (These ads) make me want to try them."*

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"Find Your Voice" Elements

- Current smokers related more to the idea behind the ads
- Herd smokers initially related stronger to visual representations of the women
- The visual impact of the campaign was driven by the "diversity" of women portrayed
- Many saw the copy as a personal manifesto
- Additionally, the simplicity of the executional approach added to the appeal of the campaign
- Find Your Voice tag line tied to female empowerment

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